

LOCAL PROMISING IDEAS AND PRACTICES

Improve effectiveness of Diversion Cash Assistance

Marketing Campaign(s)

- 1) Advertise DCA to families receiving Basic Food and/or medical and to the community
Partners: CBOs and WF partner agencies and LPAs
Program Impacts: Increase use of DCA
Resources: Depends on the size of the effort (public announcements, fliers, etc)
Policy Changes: None
Contact: Kendrick Stewart, Workfirst Project Manager CSD HQ 360-725-4653
- 2) Advertise the breadth of services offered at CSOs so that TANF isn't a "catch all", rather a last resort for families in great need
Partners: CBOs, WF partner agencies, and LPAs
Program Impacts: Quicker connection to appropriate services based on individual circumstances, resources and level of need
Resources: Same as above
Policy Changes: None
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- 3) Strengthen UI screening/application process (telephone or on-line)
Partners: CSD/ESD
Program Impacts: Connection to appropriate alternate sources of income
Resources: Staff, terminals (kiosk) accessible to applicants in the CSO
Policy Changes: Draft WAC being reviewed
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